

ShapingNJ Goals and Objectives

* Indicates data from 2009 unless otherwise noted.

| Goal 1: <i>Increase the proportion of New Jersey adults and children who are physically active</i> | | | | | | |
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| Objective | Indicator | Data Source | Baseline* | Target Setting Method (TSM) | Healthy People 2020 | Healthy NJ 2020 |
| Long-term Objectives | | | | | | |
| 1.1 By 2020, 52% of NJ adults will meet current physical activity guidelines for aerobic physical activity | Percent of NJ adults with 30+ minutes of moderate PA 5 or more days per week, or vigorous physical activity for 20+ minutes 3 or more days per week | BRFSS (annual) | 47.5% | 10% improvement | PA-2.1 Increase the proportion of adults who engage in aerobic physical activity of at least moderate intensity for at least 150 minutes/week, or 75 minutes/week of vigorous intensity, or an equivalent combination. <i>TSM = 10% improvement</i> | NF-3a Increase the proportion of NJ adults who meet current Federal physical activity guidelines for aerobic physical activity <i>TSM = 10% improvement</i> |
| 1.2 By 2020, 23% of NJ high school students will meet current physical activity guidelines for aerobic physical activity | Percent of NJ adolescents (14-18) who were physically active at least 60 minutes per day on each of the seven days during the seven days before the survey | Student Health Survey/YRBS (biannual) | 21.3% | 10% improvement | PA-3.1 Increase the proportion of adolescents who meet current Federal physical activity guidelines for aerobic physical activity <i>TSM = 10% improvement</i> | NF-3b Increase the proportion of NJ high school students that meet current physical activity guidelines for aerobic physical activity <i>TSM = 10% improvement</i> |

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| 1.3 By 2020, 75% of NJ high school students will watch TV for no more than 2 hours a day | Percent of NJ adolescents (14-18) who watch television 3 or more hours per day | Student Health Survey/YRBS (biannual) | 67.4% | 10% improvement | PA – 8.2.3 Increase the proportion of adolescents in grades 9 through 12 who view television, videos, or play video games for no more than 2 hours a day <i>TSM = 10% improvement</i> | NF-4a Increase the proportion of NJ high school students who watch TV for no more than 2 hours a day <i>TSM = 10% improvement</i> |
| 1.4 By 2020, 10% more NJ children will watch TV for no more than 2 hours a day | Percent of NJ children who watch television for no more than 2 hours per day | BRFSS NJ Supplement (annual) | TBD | 10% improvement | PA – 8.2 Increase the proportion of children and adolescents aged 2 years through 12 th grade who view television, videos, or play video games for no more than 2 hours <i>TSM = 10% improvement</i> | |
| 1.5 By 2020, 78% of NJ high school students will use the computer for no more than 2 hours a day | Percent of NJ adolescents (14-18) who use computers 3 or more hours per day | Student Health Survey/YRBS (biannual) | 71.1% | 10% improvement | PA-8.3.3 Increase the proportion of adolescents in grades 9 through 12 who use a computer or play computer games outside of school (for non-school work) for no more than 2 hours a day <i>TSM = 10%</i> | NF-4b Increase the proportion of NJ high school students who use the computer for no more than 2 hours a day. <i>TSM = 10% improvement</i> |

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| | | | | | <i>improvement</i> | |
| Intermediate Objectives | | | | | | |
| 1.6 By 2015, NJ will have child care licensing regulations requiring children to engage in vigorous or moderate physical activity | State regulation that specifies that children will be engaged in moderate or vigorous physical activity in licensed, regulated child care centers | National Resource Center for Health and Safety in Child Care and Early Education | No, 2010 | Passage of revised licensing regulations | PA-9.2 Increase the number of States with licensing regulations for physical activity provided in child care that require children to engage in vigorous or moderate physical activity. <i>TSM = 1 state per year for each measure</i> | |
| 1.7 By 2015, at least 33 percent of licensed child care centers will be re-licensed under the new physical standards | Number of child care centers that underwent license renewal after standards are enacted | NJ Office of Licensing | 0, 2009 | 1/3 of all child care centers to receive renewed licenses | | |
| 1.8 By 2015, increase by 10 percent the number of NJ adults who walk in their neighborhood | Percent of NJ adults who walked in their neighborhood for leisure or as a way to get to a destination | BRFSS NJ Supplement (annual) | TBD | 10% improvement | EH-2.2 Increase use of alternative modes of transportation for work: trips made by walking <i>TSM = 10% improvement (ACS)</i> | |
| 1.9 By 2015, increase by 5 percent the number of NJ | Percent of NJ communities that have public recreation | BRFSS NJ Supplement | TBD | 5% improvement | | |

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| communities that have public recreation facilities | facilities | (annual) | | | | |
| 1.10 By 2015, increase by 5 percent the number of NJ adults who consider their neighborhood safe | Percent of NJ adults who consider their neighborhood to be quite or extremely safe | BRFSS NJ Supplement (annual) | TBD | 5% improvement | | |
| 1.11 By 2015, increase by 5 percent the number of NJ communities that have joint use agreements with schools | Percent of NJ communities that have schools that are open for public recreation activities | BRFSS NJ Supplement (annual) | TBD | 5% improvement | PA-10 Increase the proportion of the Nation's public and private schools that provide access to their physical activity spaces and facilities for all persons outside of normal schools hours <i>TSM = 10% improvement</i> <i>Different data source</i> | |
| 1.12 By 2015, at least 32 Complete Streets policies will be enacted in New Jersey | Number of Complete Streets policies in NJ | Complete Streets in New Jersey: A Compilation of State, County and Municipal Policies (annual) | 7, 2010 | Annual increase of 5 per year | | |
| 1.13 By 2015, the annual number of new Safe Routes to School programs implemented in NJ will be | Number of Safe Routes to School Programs in NJ | Safe Routes to School Resource Center | 38 | Stable | | |

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| at least 38 | | | | | | |
| 1.14 By 2015, 25% more students will be physically active during their physical education class | Percent of NJ high school students who spend more than 20 minutes exercising during the average physical education class | Student Health Survey/YRBS (every 4 years) | 69.7%, 2009 | 25% improvement (projection) | PA-5 addresses proportion who participate in daily PE but irrelevant question in NJ <i>TSM = 10% improvement</i> | |
| 1.15 By 2015, 82% of NJ high schools will teach specific health education lessons related to physical activity and the relationship to optimal health | Percent of high schools that taught all 12 physical activity topics in a required course included in School Health Profiles | School Health Profiles (biannual) | 61.2%, 2008 | 21 percentage point increase (NJ PE #6 School Level Improvement Measure) | | |
| 1.16 By 2015, 10% more employers will offer employee wellness programs | Percent of employers who offer employee wellness programs | BRFSS NJ Supplement (annual) | TBD | 10% improvement | PA-12 Increase the proportion of employed adults who have access to and participate in employer-based exercise facilities and exercise programs <i>(Developmental)</i> | |
| 1.17 By 2015, 10% more NJ adults will participate in employee physical activity/fitness programs | Percent of NJ adults who participate in employee physical activity/fitness programs | BRFSS NJ Supplement (annual) | TBD | 10% improvement | PA-12 Increase the proportion of employed adults who have access to and participate in employer-based exercise facilities and exercise programs <i>(Developmental)</i> | |

| Goal 2: <i>Increase the proportion of New Jersey adults and children who consume a healthy diet</i> | | | | | | |
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| Objective | Indicator | Data Source | Baseline* | Target Setting Method (TSM) | Healthy People 2020 | Healthy NJ 2020 |
| Long-term Objectives | | | | | | |
| 2.1 By 2020, 29% of NJ adults and 22% of NJ high school students will consume five or more servings of fruits and vegetables per day | Percent of NJ adults who consumed fruits and vegetables 5 or more times per day | BRFSS (annual) | 26.4% | 10% improvement | <p>NWS-14: Increase the contribution of fruits to the diets of the population aged 2 years and older</p> <p>NWS-15: Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older.</p> <p><i>TSM = Evidence-based approach (compare baseline to USDA recommendations, past trends and potential shift)</i></p> | <p>NF-2a Increase the proportion of NJ adults that consume five or more servings of fruits and vegetables per day</p> <p><i>TSM = 10% improvement</i></p> |

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| | Percent of NJ high school students who consumed fruits and vegetables 5 or more times per day | Student Health Survey/YRBS (biannual) | 20.1% | 10% improvement | NWS-14: Increase the contribution of fruits to the diets of the population aged 2 years and older. NWS-15: Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older. <i>TSM = Evidence-based approach</i> | NF-2b Increase the proportion of NJ high school students who consume five or more servings of fruits and vegetables per day <i>TSM = 10% improvement</i> |
| 2.2 By 2020, the proportion of infants ever breastfed will increase to 85% | Percent of NJ infants ever breastfed | NIS (annual) | 72.1%, 2007 | Expert opinion | MICH-21.1 Increase the proportion of infants who are breastfed ever <i>TSM = Modeling/projection (~10%)</i> | MCH-8a Increase the proportion of infants who are ever breastfed <i>TSM = Expert opinion</i> |
| 2.3 By 2020, the proportion of infants breastfed exclusively through 6 months will increase to 20% | Percent of NJ infants breastfed exclusively at least 6 months | NIS (annual) | 10.0%, 2007 | Expert opinion | MICH-21.5 Increase the proportion of infants who are breastfed exclusively through 6 months <i>TSM = Modeling/projection (~70%) 13.6% (2006) to 23.7% (2020)</i> | MCH-8b Increase the proportion of infants who are breastfed exclusively through 6 months <i>TSM = Expert opinion</i> |
| 2.4 By 2020, 13.9% of NJ high school students will | Percent of NJ high school students who drank soda one | Student Health Survey/YRBS | 19.9% | 30% reduction based on expert | NWS-17.2 Reduce consumption of | NF-5 Decrease the proportion of high |

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| drink soda one or more times per day in the previous 7 days | or more times per day in the past 7 days | (biannual) | | opinion | calories from added sugars. <i>TSM = Evidence-based</i> | school students (grades 9-12) who drank soda one or more times per day in the past 7 days <i>TSM = Expert opinion</i> |
| Intermediate Objectives | | | | | | |
| 2.5 By 2015, NJ will have nutrition standards that follow federal standards for foods and beverages provided to children in licensed child care centers | State regulation that sets nutrition standards for foods and beverages in licensed, regulated child care centers | National Resource Center for Health and Safety in Child Care and Early Education | No, 2010 | Passage of revised licensing regulations | NWS-1 Increase the number of States with nutrition standards for foods and beverages provided to preschool-aged children in child care <i>TSM = 1 state per year</i> | |
| 2.6 By 2015, at least 33 percent of licensed child care centers will be re-licensed under the new nutrition standards | Number of child care centers that underwent license renewal after standards are enacted | NJ Office of Licensing | 0, 2009 | 1/3 of all child care centers to receive renewed licenses | | |
| 2.7 By 2015, at least 80 percent of NJ census tracts will have healthy food retailers | Percent of NJ census tracts with healthy food retailers within 1/2 mile of boundary | State Indicator Report on Fruits and Vegetables (biannual) | 77.6% | 5% improvement | | |
| 2.8 By 2015, there will be at least 1.7 farmers markets per 100,000 people in New Jersey | Farmers markets per 100,000 | State Indicator Report on Fruits and Vegetables (biannual) | 1.4 | Improvement to meet national benchmark | | |

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| 2.9 By 2015, 163,000 students will be enrolled in the NJ school breakfast program | Number of NJ school breakfast participants | Food and Nutrition Service (annual) | 155,224, 2008 | 5% improvement (1/2 of HP 2020 target improvement) | AH-6 Increase the proportion of schools with a school breakfast program <i>TSM = 10% improvement</i> | |
| 2.10 By 2015, at least 35% of NJ schools will allow students to purchase fruits and vegetables | Percent of NJ schools that allow students to purchase fruits and non-fried vegetables | School Health Profiles (biannual) | 33.0%, 2008 | 6% improvement (1/2 of HP 2020 target improvement) | NWS-2.2 Increase the proportion of school districts that require schools to make fruits or vegetables available whenever other food is offered or sold <i>TSM = 12% improvement (SHPPS)</i> | |
| 2.11 By 2015, 48% of NJ schools will offer fruits and vegetables at school celebrations | Percent of NJ schools that offer fruits and non-fried vegetables at school celebrations | School Health Profiles (biannual) | 45.8%, 2008 | 6% improvement (1/2 of HP 2020 target improvement) | NWS-2.2 Increase the proportion of school districts that require schools to make fruits or vegetables available whenever other food is offered or sold <i>TSM = 12% improvement (SHPPS)</i> | |
| 2.12 By 2015, 10% more schools will have school wellness teams and will implement healthy eating strategies | Percent of NJ schools that have a school health council, committee, or teams (including youth advisory groups) that offers guidance on the development of | School Health Profiles (biannual) | 39.0%, 2008 | 10% improvement | | |

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| | policies or coordinates activities on health topics | | | | | |
| 2.13 By 2015, 44% of NJ schools will promote healthy eating through pricing initiatives, food preference suggestions, information sharing, and taste tests | <p>Percent of NJ schools that implement at least 3 of the 5 following strategies:</p> <ul style="list-style-type: none"> • price nutritious foods and beverages at a lower cost • collect suggestions on nutritious food preferences and strategies • provide information on the nutrition and caloric content of foods • conduct taste tests • provide opportunities to learn about nutrition-related topics | School Health Profiles (biannual) | 34.0%, 2008 | 10 percentage point improvement (NJ Nutrition School Level Improvement Measure) | | |
| 2.14 By 2015, at least 20 delivery facilities will achieve Baby-Friendly™ status | Number of NJ hospitals with Baby-Friendly™ status | Baby-Friendly™ Hospital Initiative USA: Baby-Friendly™ Hospitals and Birthing Centers (annual) | 0, 2010 | Projection | | MCH-11 Increase the percentage of NJ delivery facilities that provide maternal and newborn care consistent with the WHO/UNICEF Ten Steps to Successful Breastfeeding <i>TSM = Projection (2020 target of 50%)</i> |
| 2.15 By 2015, maternity quality practices will meet or exceed the national | NJ Composite Quality Practice Score | mPINC (biannual) | 60, 2007 | Projection | MICH-24 Increase the proportion of live births that | |

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| average | | | | | occur in facilities that provide recommended care for lactating mothers and their babies <i>TSM = modeling/projection (Breastfeeding Report Card)</i> | |
| 2.16 By 2015, 15 companies headquartered or companies with facilities in NJ will be a part of the Children's Food and Beverage Advertising Initiative | Number of businesses headquartered or with manufacturing, administrative, or other business facilities in NJ who are CFBAI signatories | The Children's Food and Beverage Advertising Initiative in Action: Report on Compliance and Implementation (annual) | 9 | Projection | | |
| 2.17 By 2015, 10% more employers will offer employee wellness programs | Percent of NJ employers who offer employee wellness programs | BRFSS NJ Supplement (annual) | TBD | 10% improvement | | |
| 2.18 By 2015, 10% more NJ adults will participate in employee nutrition or weight management programs | Percent of NJ adults who participate in employee nutrition or weight management classes or counseling | BRFSS NJ Supplement (annual) | TBD | 10% improvement | NWS-7 Increase the proportion of worksites that offer nutrition or weight management classes or counseling (<i>Developmental</i>) | |
| 2.19 By 2015, 38% of NJ employers will provide employees with lactation | Percent of NJ employers who have lactation support programs | In development | TBD | Expert opinion | MICH-22 Increase the proportion of employers that | MCH-9 Increase the proportion of employers that |

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| support programs | | | | | have worksite lactation support programs <i>TSM=modeling/pro jection</i> | have lactation support programs <i>TSM = Expert opinion</i> |
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| Overall Goal 3: <i>Increase the proportion of New Jersey adults and children who are at a healthy weight</i> | | | | | | |
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| Objective | Indicator | Data Source | Baseline* | Target Setting Method (TSM) | Healthy People 2020 | Healthy NJ 2020 |
| Long-term Objectives | | | | | | |
| 3.1 By 2020, the proportion of NJ adults who are obese will be 23 percent or less | Percentage of NJ adults who are obese | BRFSS (annual) | 23.9% | Evidence-based | NWS-9 Reduce the proportion of adults who are obese <i>TSM = 10% improvement</i> | NF-1a Reduce the proportion of NJ adults 18 and older who are obese <i>TSM = Evidence-based</i> |
| 3.2 By 2020, the proportion of NJ high school students (14-18) who are obese be 10 percent or less | Percentage of NJ adolescents who are obese | Student Health Survey/YRBS (biannual) | 10.3% | Evidence-based | NWS-10.3 Reduce the proportion of adolescents aged 12 to 19 years who are considered obese <i>TSM = 10% improvement</i> | NF-1b Reduce the proportion of NJ high school students who are obese <i>TSM = Evidence-based</i> |